
The
6 **STAGES** *of*
CULTURAL
SALES

A Roadmap to Attract and Retain Diverse
Clients in a Culturally Complex World

“This book is packed with wisdom that would take most of us a lifetime to acquire. It will help you to grow business with other cultures.”

—SANGRAM VAJRE

Author of *ABM is B2B and Account Based Marketing for Dummies*
Host of *Flip my Funnel Top 50 Podcast*, Co-founder of *Terminus*

RICARDO GONZÁLEZ

Reviews of *The Six Stages of Cultural Sales*

“Whether you are just beginning your sales career or are a veteran in your field, *The 6 Stages of Cultural Sales* is a MUST read. The wisdom within these pages will provide you with the combination to open every ‘sales safe’ regardless of the industry. If you read only one book on sales in your life, let it be this one!”

— **Duane Dale Cummings**, Author of *The Sensational Salesman* and *The Sensational Leader*, Hall of Fame Soccer Coach, Former CEO of Leadercaset

“*The 6 Stages of Cultural Sales* is a real game changer! Ricardo brings deep and digestible insights into attracting and retaining diverse clients through a very educational and enlightening process. If you are a leader or sales and marketing professional who wants to have a more significant impact with and in diverse communities, this is a must book.”

— **Molly Fletcher**, Author of *Fearless at Work* and *A Winners Guide to Negotiating*. Former Sport Agent, dubbed the female Jerry McGuire, CEO of The Molly Fletcher Company.

“I am a process person, and this is a strong process. *The 6 Stages of Cultural Sales* is incredibly insightful. Lately, I’ve been focusing on better connecting with other cultures, and the way Ricardo breaks things down is super beneficial. I especially like the concept of CUSP, the culturally unique selling proposition. And his teaching in Stage Three on creating culturally relevant products and services is spot on. I love the flow and teaching of this book, and I’m excited for you all to read it.”

— **Morgan J Ingram**, 2x LinkedIn Top Sales Voice
Director of Sales at JB Sales, Host Muffins w/Morgan

“*The 6 Stages of Cultural Sales* is a must-read for anyone in marketing, sales, and especially for those navigating through the world of ABM, where personalization through connection is the core value. Finally, a book to detail the immeasurable value of connection within sales paired with a step by step guide.”

— **Amber Bogie**, Award-winning Account-Based
Marketing Strategist & Thought Leader. Host of PEAK
Community and ABM Leaders Circle.

“*The 6 Stages of Cultural Sales* breaks important and relevant new ground in sales and marketing thought leadership through precise approaches and compelling stories. Whether you are a sales and marketing leader making decisions from the C-Suite or a front-line sales professional, stop and read this book.”

— **Nick Nanton**, Co-author of *Story Selling and Mission-Driven Business*, Director of multiple Emmy-award winning documentaries.

“Ricardo provides a brilliant process that all sales leaders and professionals would benefit greatly from understanding and applying. If you’re serious about selling and supplying in diverse communities, read this book. It’s that simple.”

— **Veronica Maldonado-Torres**, Owner of VMT Consulting, Founder of Driven to Thrive.

“*The 6 Stages of Cultural Sales* is a perfect read for organizational leaders looking to understand how to market to different cultures. This book goes far beyond the surface level to which many are accustomed. You will take away great insights along with a roadmap to cultural success!”

— **Chris N Cheetham-West**, Author of Digital Marketing for Results, President, LR Training Solutions

“I’ve been leading sales efforts in the roofing industry on a national level for over 30 years. I believe every leader and sales professional in our industry should read *The 6 Stages of Cultural Sales*. The deep insight and wisdom offered here are critical for all of us to succeed together, moving forward.”

— **Greg Bloom**, Vice President, National and Strategic Accounts, Beacon Building Products

“This book should not only be in the hands of every sales and marketing leader selling to diverse communities, but also the organizational leaders who hope to build culturally diverse teams that thrive within and outside the organization.”

— **Amber Khan**, Founder and Principal of The Repurpose Den, Content Marketing Expert and Strategist

“*The 6 Stages of Cultural Sales* places you on the fast-track for nourishing authentic, resilient relationships that will yield enduring business partnerships and life-long friendships. It is not about memorizing mantras; it is about learning & mastering cultural skills that habitually inform every-day decisions and lead to fruitful human dynamics. Don’t just read this book; study it, practice it, and share it!”

— **Yovany Jérez**, Chief of Staff, AT&T Broadband and Video Division, Founder, Hispanic Corporate Council of Atlanta

“Cultural Nirvana can only be attained through crystal clear understanding and that’s what Ricardo does in this book. He shares his unique culturally relevant approach to show readers how to become more culturally intelligent and increase company sales. *The 6 Stages of Cultural Sales* is a fantastic roadmap to crushing desired results. And that rocks!”

— **Jim Knight**, Author of *Culture that Rocks*, Former Senior Director of Training and Development at Hard Rock International

“*The 6 Stages of Cultural Sales* will help any salesperson tap into their full potential as sales professionals and human beings. This book should be at the top of your reading list! It has great stories and great insights that open a world of thinking beyond what most of us would ever consider.”

— **Andrew and Marilyn Gelatt**, The Move Up Team, Coldwell Banker Realtors

“Ricardo González is a guru of cultural mastery. And now, he has applied his wisdom to help transform the sales process. Anyone who understands the power of relationships to drive business will benefit greatly from applying the impactful principles that he unpacks in *The 6 Stages of Cultural Sales*.”

— **Dr. Randy Ross**, CEO of Remarkable, Author of *Hope Rises!* and *Remarkable*

“In his book, *The 6 Stages of Cultural Sales*, Ricardo lays out a precise process and way to attract and retain diverse clients. We would all be wise to follow and apply the wisdom and insights in this book to increase our wealth.”

— **Dinette Rivera**, TEDx Speaker, Owner of Rivera Business Development Group

“I love the insights in this book! *The Six Stages of Cultural Sales* teaches us that to win our customers’ hearts (and minds), it’s so much more. This book gives us THE road map to more profound, more authentic, and more sustainable ways to build strong relationships with the culturally diverse people and communities who power the brands our companies need to succeed.”

— **Ramon Ray**, Author, Conference Speaker, Editor of *Smart Hustle Media*

THE SIX STAGES *of* **CULTURAL** **SALES**

A Roadmap to Attract and Retain Diverse
Clients in a Culturally Complex World

RICARDO GONZÁLEZ

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Dedication

To my father, Pablo, who taught me how to connect with
and sell to people different from myself. *¡Gracias papá!*

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To my wife, Maribel, and to my daughter Marí, without your understanding and patience with me, my books would never happen. Thank you!

To my God, without your grace and mercy, I wouldn't have a prayer. Thank you.

P.S. - Thank you to the myriad of thinkers and writers in the world who enrich my thinking and feed my mind. As appropriate, I note their contributions to this book. The endnotes are at the back of this book. I prefer this approach, rather than breaking the flow of reading with footnotes at the bottom of a page.

Foreword I

by Sangram Vajre, Marketing Expert

WHEN MY GOOD FRIEND, Ricardo González, asked me if I would write the foreword to his latest book, *The 6 Stages of Cultural Sales*, I was over the moon!

I am a big fan of his first book in this series, *The 6 Stages of Cultural Mastery*. Cultural Mastery equips leaders to increase their cultural quotient and prepares them to work and grow with people from various cultures. If you haven't read it yet, do it!

Writing a book is never easy, but there is a real skill in being able to layout complex frameworks into easy-to-digest nuggets of wisdom that are both unforgettable and effective.

One of my favorite aspects of this book is how Ricardo breaks down *The 6 Stages of Cultural Sales* into a clear and consistently applicable process. Not only are all Six Stages relevant to what Cultural Sales is all about, but they are digestible and allow you to know where you're at in the process as you apply this framework to grow your business. Even more important than that, this book focuses on the ROR, which you

will learn more about in Stage Five. ROR stands for Return on Relationships. If you want to grow and maintain relationships, they require some things that Ricardo teaches; deeply knowing the culture of the people, the culture of the organizations with whom you are working, being authentic with them, establishing trust, and listening to their needs.

You'll enjoy the revealing examples included in the book from major corporations like Coca-Cola, Toyota, McDonald's, Hard Rock Café, Harley-Davidson, H&M, and several others.

These stories are relational and riveting. They unveil cultural intelligence that can make a world (no pun intended) of difference. Stories sell, and if you apply the principles in this book, you'll sell more to more people.

Here's the thing; this book is packed with wisdom that would take most of us a lifetime to acquire. It will open your eyes and help you unpack what it takes to win and continue to grow business with other cultures, communities, and yes, countries. I hope you find it as insightful and inspiring as I do.

And as a personal aside to my friend, Ricardo — I CELEBRATE YOU AND THIS BOOK. We all needed someone to write this, and you did it! I learned so much. Boom!

With gratitude,

Sangram Vajre

Co-founder, Terminus

Author of Account-Based Marketing for Dummies

Author of ABM is B2B

Host of Flip my Funnel, a Top 50 Business Podcast

Foreword II

by Phil Gerbyshak, Sales Expert

AS SOMEONE WHO HAS been in sales and sales training for much of my adult life, I've been fortunate to be pretty darn successful. To be honest, mainly because I've made a living selling to people just like me.

As I've gotten along further in my career, I've realized there's more to sales than just selling to people like myself. You need a sales process, you need to work the process, and you need to understand why people buy the way they do. And, for a long time, I've searched for a guidebook to help me and those I work with be more successful.

I've read some 200 books on sales strategies and sales tactics, and while these have been instructive, they haven't uncovered new or deeper truth. I always knew I need to know to take things to the next level, selling to people dramatically different from myself. I'm not talking about selling to introverts because I'm an extrovert or selling to short or tall or skinny or even heavy people. What I mean is selling to people who are culturally very different from ourselves.

I grew up in an impoverished family in the Midwest as a Catholic boy who enlisted in the military out of high school, went to college after that, and then worked my butt off to get where I'm at today.

I buy from people I know, like, and trust. And I thought that was how everyone grew up, and how everyone bought. But it's not how everyone grew up, and it's certainly not how people have bought from me. They've bought from me because I have made an effort to respect them, get to know them, learn their language, and understand their culture. How did I do that? Lots of work, and honestly, some mistakes along the journey. But now I have this book to guide my team and me to sell much more effectively in diverse cultures. And I'm so glad I have it!

Do you want to sell more to more people? If so, you need to be more culturally aware and skilled. And how can you get there? Easy. Read and apply *The 6 Stages of Cultural Sales*.

To your sales success,

Phil Gerbyshak

Chief Revenue Officer, Process and Results

LinkedIn Training Expert and Influencer

Introduction: Why Cultural Sales?

2020. A GLOBAL PANDEMIC and serious racial unrest challenged us all. As difficult as it was for culturally unskilled sales and marketing professionals to engage in culturally diverse communities before 2020, it is even more difficult now as people are more virtual, more guarded, and more challenged to let outsiders into their fragile worlds.

Marcus Lemonis, the host of the TV show, *The Profit*, says that profit is the natural outgrowth of people, processes, and products. In this book, I will provide you with the process to increase your profits with people of diverse populations through culturally relevant products and services while also bringing meaningful and sustainable benefit to those communities.

In today's world, sales and marketing professionals face major challenges to attract and retain clients from culturally diverse backgrounds. How do we sell at high levels in diverse cultures while simultaneously bringing benefits to the communities of those to whom we sell?

*In today's world,
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diverse backgrounds.*



As I researched for this book, I realized there is a lot of advice available on cultural strategies and tactics. This advice, however, is both disassociated and dissonant. In other words, none of it actually fits together. There is no process. It's like trying to fit together a 2000-piece jigsaw puzzle with pieces from 20 different boxes. The pieces don't fit. Most sales and marketing professionals are trying to figure this out as they go and

working more off of unreliable and unproven intuition than reliable, proven, and culturally intelligent processes.

In this book, I will give you this process. I will tell you exactly what you should do, when, and also how to do things as you seek to attract and sell to people in diverse markets. I'll also tell you what barriers to avoid, so you don't get the proverbial door closed on you or your messaging. This book will teach you a specific process to attract and retain diverse clients in our culturally complex world.

Traditional Approaches

You'll notice that I pair sales and marketing together. They go together. Some marketing approaches can sell directly via an online sales funnel; other marketing processes are designed to attract so that a human can nurture the relationship to fruition. Either way, when I talk about Cultural Sales, I am speaking of the entire process that gets us to a sale and ultimately to a long-term mutually beneficial relationship. In other words, we must attract, nurture, close, and then celebrate.

The Six Stages of Cultural Sales is about marketing and sales because the end result of marketing is always to sell something. Always.

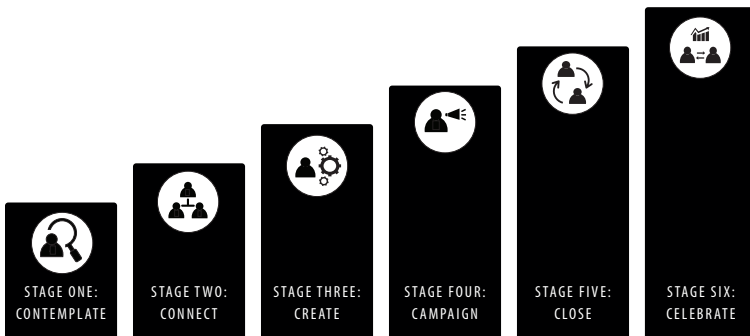
Traditional marketing approaches primarily consider demographic, geographic, psychological, and behavioral data and insights. You will see that *The 6 Stages of Cultural Sales* goes beyond this traditional marketing model, as culture impacts all four of these areas at much deeper levels. Culture is the aggregate of the beliefs, values, norms, symbols, and language of a people group; these five elements of every culture impact all

demographic, geographical, psychological, and behavioral activity and data. **Culture drives people; people drive data.** Culture is the deeper story that must be understood to truly understand and reach a particular people group.

At the end of the day, my goal is two-fold; that you become more successful and wealthier and that the diverse people and communities you serve become more successful and wealthier through you and your offerings. Our job as marketing and sales professionals is to sell products and services that truly enrich the lives and communities of those we reach. So, everything I teach you will be to this end in mind; that you develop meaningful and positive partnerships with these communities so that both you and they are better off after you arrive than before.

The Six Stages Unveiled

Before we delve into the main principles of cultural relevance in the next section, allow me to unveil *The 6 Stages of Cultural Sales*. These are linear in nature and should be followed in this order. If you get these out of order, it will directly impact your ability to produce revenue and may just cost you money and market share.



In *Stage One*, we contemplate exactly which cultural groups we will approach and why. We do a deep analysis of that cultural group and do everything in our power to understand them, their needs, their buying habits, and how they respond to brands. In simple terms, we get to know them.


In *Stage Two*, we connect with our chosen target market(s). We take time to go beyond focus groups and deeply connect with them through meaningful engagement in their environment. We network with them on their turf and in their neighborhoods. We don't ask them to come to us; we go to them and connect with them.

In *Stage Three*, we create new products and services that will meet the specific needs of our targeted cultural groups, or we recreate existing products and services to do the same. We commit ourselves to only marketing and selling culturally relevant products and services that will bring good to their community.

In *Stage Four*, we design culturally relevant campaigns that will be warmly and eagerly received by our target market cultural group. We learn how to message that group effectively through multiple platforms.

We do so in ways that will attract like a magnet and will also leverage the virility of many highly relational cultures.

In *Stage Five*, we close the business we are attracting. We

 *In Stage Five we close business in ways that respect the cultural norms and buying habits of the people.*

do so in ways that people will respond to that respects their cultural norms and cultural buying habits.

In *Stage Six*, we celebrate our new relationship together. We convert our new clients into life-long ambassadors who will sing our praises to others in their community. We solidify our bond with their community and culture by investing in their community out of the profits we now enjoy.

Applying this process won't be easy or effortless. You'll need to be willing to get out of your comfort zone to move into your profit zone. But, and I promise you this, it will be worth it. To you, your organization, your bottom line, and to those diverse clients, you have the privilege to serve.

Before we get dig into The 6 Stages, we need to get a macro understanding of the most important principle in cultural sales and marketing.

LET'S DISCOVER CULTURAL RELEVANCE

What is Cultural
Relevance?

MCDONALD'S LEARNED THE IMPORTANCE of cultural relevance the hard way in Japan, where their beloved Ronald McDonald character failed. The reason? The white face was seen as a death mask in the Japanese culture. And it cost them. Japan, by the way, is the only country in the world where Ronald is not known as Ronald, rather *Donarudo*.

McDonald's was not culturally relevant in Japan with the character due to the white face, and there is a deeper lesson here for all of us. If one of the most globally experienced organizations on earth can overlook something of such cultural relevance to the Japanese people, we are all susceptible to the same fate.

In 2016, McDonald's retired the Ronald McDonald character after some frightening 'creepy clown' sightings. In addition, the company wanted to modernize its image to attract adults.¹ The beloved character became culturally irrelevant.

**Here's the bottom line, if it isn't
culturally relevant, it isn't relevant.**

You're familiar with Canadian geese, I assume. They say that a picture is worth a thousand words, and the city of Toronto released one of the most culturally relevant social distancing ad campaigns for COVID-19 that I have seen. In the text, it says, "Do your part, stay apart," and then visually shows three geese standing next to each other to demonstrate the distance one should stand apart. Three Canadian geese standing next to each other is right around six feet. So, rather than telling people to stand six feet apart, they show a visual of three geese,

and that's the distance. Perhaps a bit quacky, but extremely culturally relevant.

This is because every human being views the world through their own distinct cultural lens. It is through this lens that they connect with the world and eventually will connect with you and your company.

Daymond John, the founder of FUBU and Shark Tank star, says, "Understanding your target market is critical to the success of your business."² He should know; he targeted urban African-American youths while selling out of the trunk of his car to create his clothing empire. As you may know, the acronym FUBU means "For Us By Us," referencing both the African-American ownership and target market. Daymond John was very culturally relevant to the group of people to which he wanted to sell.

FUBU was a brilliant brand name because it was clearly associated with the culture it was trying to reach. Think about how even the name of your brand or service resonates in another culture, and to do so requires a great deal of cultural relevance and intelligence.

FUBU had to evolve with the times, and the brand repositioned itself to be culturally relevant in other cultures. The majority of FUBU sales are now in South Africa, Japan, China, Saudi Arabia, and Korea, where it is positioned as a skate brand. Regarding this, John says, "I think overseas respects and values the hip-hop culture in America, and FUBU is synonymous with hip-hop and streetwear." He then goes on to say that he now considers FUBU as American classics.

This chapter is foundational to being able to properly move through the revenue-producing stages that follow because there is absolutely no way to be culturally relevant in our business endeavors without first understanding what cultural relevance means.

A culturally relevant approach to our revenue-generating activities will impact our bottom lines more deeply than any other activity or approach. In the same manner, missing the cultural mark can cost us dearly. Before we get to the actual process, I need for you to understand the main principles of cultural relevance, or you'll miss the mark every time in your marketing and sales approaches.

Can the soft skill of cultural acumen and intelligence really impact our hard assets? The answer is yes, *sí, oui, ja, sim, da, ye, wi, hai*. Thousand times, yes.

In the world of culture, a culturally relevant approach to a specific cultural group or community will consistently attract people to your brand, thus increasing revenues and protecting you and your organization against costly failed attempts in a marketplace which can easily create additional expenditures, or perhaps even bleeding as you will see.

A culturally relevant approach to a specific cultural group or community will consistently attract people to your brand.

In my last book, *The 6 Stages of Cultural Mastery*,³ I provided leaders with a specific process to develop their cultural mindset and skillset in our culturally complex world. In this book,

I will provide you with a powerful process to increase profits through culturally relevant approaches.

Yet, a word of caution is in order. Leaders, marketers, or salespeople who simply apply culturally relevant tactics and strategies to drive business without a desire for community renewal or growth will get sniffed out quickly by highly suspicious cultural groups. If you're not truly culturally endeared to people of other cultures (Stage 6 of Cultural Mastery), you will fail with them at some point, and when you do, no matter how much ground you have made with them, you'll lose their trust — and their business. In other words, if you don't deeply and honestly care about them as people or cultural groups, at some point, you will fail, and you can take that to the bank.

So, if you have not yet gone through *The 6 Stages of Cultural Mastery*, may I suggest you pick up a copy? You can read it either before or after this book, but the two together make a very powerful combination. I honestly think both processes are critical to your future success.

The Cultural Puzzle

I understand that all of us want and need to make money. Our very existence depends on it. That's why I wrote this book. I think it's a necessary tool to help marketing and sales leaders to more easily put together the cultural puzzle.

However, we must do so in culturally respectful ways. May I ask you to commit to doing good for our world with this process? After all, we all live in it together, and to think that somehow another group's downfall equates to our success is ludicrous at best. I think by now, we have a large enough sample

size throughout world history to show how far selfish and oppressive behavior gets us all.

McDonald's, by the way, learned from its serious mistake in Japan. One would think they would have failed in India, but they didn't. I mean, how is a hamburger, cow meat selling company going to prosper in a country that doesn't eat cows? According to one report, 42% of Indians don't eat meat at all, and, of course, the cow is sacred in their culture.⁴ So, did McDonald's try to disrupt the Indian culture or adapt to it? They wisely adapted. First, they partnered 50/50 with two Indian businessmen. Second, they completely changed the menu, even adding some spicy foods that Indians enjoy. And third, they are now creating vegetarian-only McDonald's restaurants in the country.

However, and to illustrate how complex these cultural relationships can be, a McDonald's store in China recently banned black people from entering, according to them, due to concerns over COVID-19 infections in the black populace. Of course, the backlash on their brand was inevitable, and they quickly came out with a public apology.⁵ But, the damage was done, and they had to expend multiple resources to recover.

Can these costly mistakes be avoided? Of course. Can we maximize our revenue streams with people of diverse backgrounds? Absolutely.

So, what exactly does it mean to be culturally relevant?

As previously mentioned, culture is the aggregate of five main elements; beliefs, values, norms, symbols, and language. I go into greater detail on this and how it impacts people at the deepest levels in the *What is Culture?* Chapter in *The 6 Stages of*

Cultural Mastery. For now, however, let's establish that culture is created by elements within a particular group or ethnicity.

Culture isn't dependent upon skin color or race. We find multiple ethnicities within all major race groups. An ethnic group shares similar beliefs, values, norms, symbols, and language. In other words, they share a culture together. For example, there are many ethnicities among Black people around the world. In Africa, a Nigerian is very much different from an Ethiopian, who is different from Sudanese, who is different from a Jamaican, who is different from an African American, and so forth.

Caucasians in Australia are different from Caucasians in South Africa, who are different from Caucasians in Boston, who are different from Caucasians in southeast Kentucky.

In addition, organizations or groups can also create a culture together and be composed of people of multiple ethnicities or races. This frequently happens in businesses, associations, and churches that have associates or members of diverse cultures. They come together to create a distinct culture around a certain set of beliefs, values, norms, language, and symbols.

Cultural relevance means to approach and connect with diverse communities in ways that connect to their specific

Cultural relevance means to approach and connect in ways that connect to their specific beliefs, values, norms, values, symbols, and language.

beliefs, norms, values, symbols, and language. By the way, symbols within a culture are critical as they are represented by things like food, clothing, and

even music. Symbols are not just the logos, or religious symbols,

or even tattoos that we see. Most ethnic heritage festivals, for example, celebrate more the symbols of that culture than they do the beliefs, values, norms, or language of the culture.

Be very careful not to confuse culture with color. All Black people do not share the same culture. All people of Latin American origin do not share the same culture. Caucasian people are not of the same culture. Color is superficial, and something no one can control.

Culture, on the other hand, is deep and something that people can shape together. If you really want to connect, you must do so with cultural relevance, and no matter what

Color is superficial and something no one can control. Culture, on the other hand, is deep and something that people can shape together.

color you happen to be, you can learn this skill. To summarize, color is literally skin deep, and culture is soul deep. If we want to heal our cultural dysfunction, we must focus on that and not on color, which has no real solution. Racism is a symptom of the deeper cultural dysfunction in our relationships, and that is what must be healed. Again, I refer you back to *The 6 Stages of Cultural Mastery* for more insight on this very important matter.

These principles apply to you equally, no matter your race or ethnicity. It doesn't matter if you are a Black person selling to a Caucasian, or a Latin American selling to Asians, or an Indian selling to a person from Nigeria, or a Japanese selling to a Canadian, these principles apply to all of these types of situations equally.

So, let's come back to some basic benchmarks here to make sure we are culturally relevant. Ask yourself these questions every time you begin your approach to another cultural group.

Five Key Questions

These questions center around the five elements of every culture.

Question #1 - Do I deeply and honestly understand their belief system? If not, you will not connect with them at a cognitive level, and what you say or do won't make sense. This is critically important as beliefs typically will drive both values and norms within a culture.

Question #2 - Do I clearly understand their values? If you don't understand what is important to them, you will not be able to properly address what is important to them.

Question #3 - Do I clearly understand their norms? If you don't know what people expect of each other (and you) in their culture, you will never meet their expectations.

Question #4 - Do I clearly understand their symbols? If you don't know the symbols that matter to them and their meaning, you will not connect with them visually, and a picture is worth a thousand words.

Question #5 - Do I clearly understand and speak their language? If not, you will never be understood by them — or understand them.

If you benchmark all of your cultural marketing and sales approaches and activities with these five questions, you will be well on your way to becoming culturally relevant. When starting out, most people and organizations have relatively low

levels of cultural relevance when measured against these principles. If that's your case, that's fine; it's why you're reading this book. Let's start where we are, and move forward. I'm not here to judge you; I'm here to teach you and help you become even more successful than you are.

Whose Culture?

One of the things that people struggle with is the idea that to embrace another culture; one must give up their own. Nothing could be further from the truth! If you don't understand and embrace your own culture, how will you understand and embrace another? It's next to impossible.

You don't need to give up who you are to excel in another culture. That's not the case. However, you do need to be humble and wise enough to succeed in another culture.

Here's a critical thought; embracing your own culture doesn't mean standing in judgment over another one. It doesn't mean that yours is right, and theirs is wrong. The cultures are different. That's all.

Embracing my own culture doesn't mean I can't love and appreciate another. The two things are not mutually exclusive. The truth is that we can't lead, or successfully partner with, people we're emotionally resisting.

Now, let's dig into the process of increasing your revenues with people of diverse communities.

FIRST UP IS STAGE ONE — CONTEMPLATE.

To Read the Full Book,
Purchase The 6 Stages of
Cultural Sales at:

CulturalMastery.com/Books